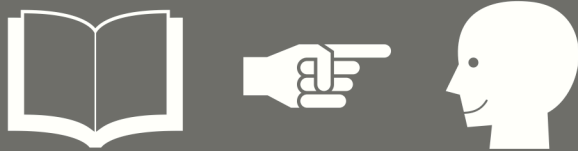


Seven Rules of Storytelling

1. STORIES SHOULD BE ABOUT REAL PEOPLE

Ideally, stories about those who need something that YOUR organization provides.



**HELLO
MY NAME IS**

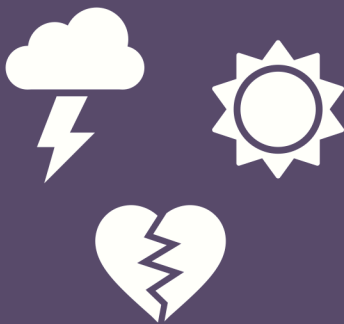
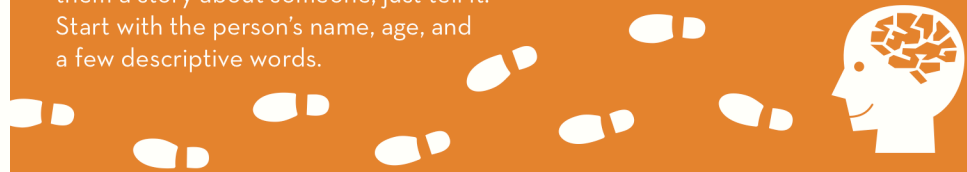
2. ALLOW THE PERSON IN YOUR STORY TO HAVE A REAL NAME, AGE, AND TO SPEAK FOR THEMSELVES

4.  KEEP YOUR STORY SHORT

6 words to 2 minutes works best.

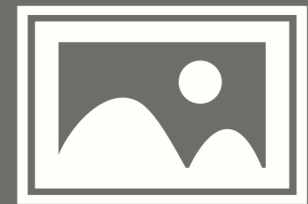
In about 4 - 10 seconds your listeners tune out if you haven't grabbed them. Don't tell them you are going to tell them a story about someone, just tell it. Start with the person's name, age, and a few descriptive words.

3. MINDS WANDER REALLY QUICKLY



5. ALLOW YOUR STORY TO ELICIT AN EMOTIONAL RESPONSE

Anger, sadness, happiness, pride—it doesn't matter what the emotion is, but your listeners should feel **something**.



6. YOUR STORY SHOULD HAVE A MOMENT THAT PAINTS A PICTURE



Encourage your listeners to see themselves or someone in their lives. It could be aging parents, the daughter of the person who makes their latte or takes their bank deposits, or even their own children.

7. THE BEST STORIES ARE TOLD BY THE PERSON THEMSELVES

Clients telling their own stories are the most moving way to share how your organization makes a difference.

